PHARMACY

Bolger tells grads pharmacists must specialize

BOSTON—Because of the economy and changing consumer demographics, the pharmacist of tomorrow will probably be confronted with the following:

—Increased responsibility for helping the consumer decide which of many new types of nonprescription OTC medications he or she should use.

—Computerized in-store systems that will not only keep track of new drug products, new routes of administration, and new information about side effects, but also will keep track of new laws and regulations governing the pharmaceutical profession.

—Greater responsibilities for the welfare of individuals.

These were among several developing trends pinpointed by Robert Bolger, president of the National Association of Chain Drug Stores in a speech last month addressed to the 1983 graduating class of the Massachusetts College of Pharmacy and Allied Health Sciences. Bolger warned that because of the ever burgeoning cost of health care, pharmacists of the future are going to need to become stronger specialists.

Noting that the current bill for health care in America is $321 billion or approximately $1,400 for every man, woman and child in the country, Bolger said that the cost could escalate to $1 trillion by 1993 if the trend is not aborted.

"Clearly," he said, "America can not afford a trillion dollars a year for health care. The trend will *not* continue. Those consumers who must bear some or all of their health care costs directly are resorting increasingly to OTC medications *before* consulting the medical profession."

Government and industry, he said, are further fueling the trend with their increasing emphasis on the "prescription to OTC switch," the reclassification of appropriate medications from prescription to OTC drugs.

With consumers now willing and eager to accept greater responsibility for their own health care, Bolger said the question for pharmacists becomes "how can we help? How are we to adapt to meet the changing wants and needs of the consumer of health care?"

The answer that Bolger sees taking shape is greater specialization: "in the delivery of medicine, in the delivery of health care products generally, and in professional capabilities."

"In the not too distant future," he says, "we may see a distinction between nonprescription medicines to be used at the consumer's sole discretion and nonprescription medicines to be used on the advice of pharmacists—advice given on the basis of pharmaceutical knowledge, patient profile information and plain good judgment."

Whether this distinction should ever be established by law, remains for Bolger, a moot point. "As consumers avail themselves of an expanding and

Robert Bolger

an ever more potent array of OTC medicines," he says, "I believe, they will increasingly turn to the pharmacist for his or her expert counsel."

In line with this trend, Bolger told the graduates that in their professional lifetimes they can expect to see the computer fully come into its own.

Calling computers "crucial to the practice of pharmacy," Bolger predicted that soon "there won't be a pharmacy anywhere in the United States that will function without computer capability."

He said computers are particularly suited for filling needs in the following areas: maintaining adequate patient information profiles; supplying patients with prescription information; keeping abreast of the staggering number of new laws and regulations governing the pharmacist's profession, plus giving pharmacists the ability to better manage business data and coordinate professional activities.

Throughout his speech, Bolger stressed the importance of the individual especially in today's era of "mass marketing."

"With respect to products like light bulbs and spark plugs," he said, "a chain drug store can safely and properly pretend that there are masses of people.

"Anyone of more than 200 million Americans can use the same brand of bulb, the same wattage, the same gauge spark plugs in the same V-6 engine.

"But medicines are not spark plugs. Human beings are not white mice.

"Mass methods have always been of limited value in the delivery of medications, where the uniqueness of every human being is the dominant consideration.

"Today, because of economic growth, human expectations and information technologies, we have so altered the man-made environment that we can afford a degree of attention to the individual never before possible in history."

New antiarthritics gain mkt. share

Continued from page 21

per antiarthritic script, but by April 1983, the average declined to 49 dosage units per script.

Other findings revealed by the Arlington, Tex.-based firm noted that:

—The top 19 antiarthritic drugs accounted for 92% of the category's scripts.

—No one manufacturer dominated the class, but four firms Upjohn (27%), MSD (26%), Syntex (13%), and Pfizer (11%) captured at least 77% of the antiarthritic scripts dispensed in drug stores.

—The trend toward market dominance of the category by new drugs begun in the mid- to late-70's continued into the 80's.

Although not revealed by summary statistics, pharmaceutical buyers are aware of Boots' new television campaign promoting the brand's price differential vis-a-vis Motrin. Drug execs indicate that this trend could herald a new approach in the marketing of multisource drugs.

NEW INDICATION: Cheilitis secondary to oral retinoid acne therapy recommend
Herpecin-L®
Cold Sore Lip Balm (It Works!)
Write: CAMPBELL LABORATORIES, INC.
P.O. Box 812 A, FDR, NY, NY 10150

These shelves are filled with antitussives chemically unrelated to narcotics proved to selectively inhibit cough at the cough control center...

BENYLIN® COUGH SYRUP
Each teaspoonful (5 ml) contains diphenhydramine hydrochloride, 12.5 mg
Alcohol, 5%

The fastest-growing cough suppressant during the last two cough-cold seasons!

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Morris Plains, New Jersey 07950

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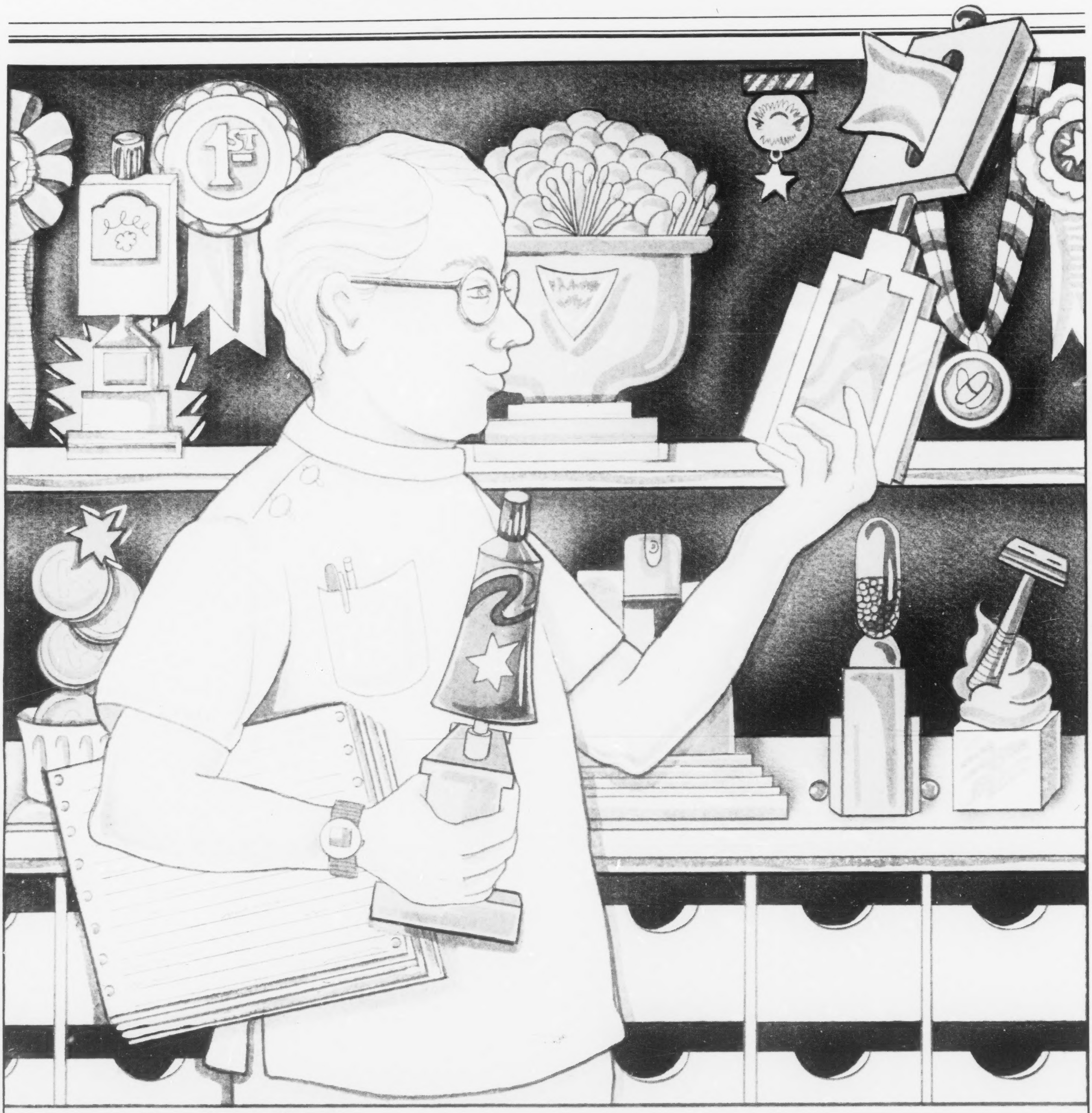
CHAIN STORE AGE
MERCHANDISER



Triple A Product Study

Trophy-winning products are promo hits

Haul out the trophies! It's time for *Drug Store News'* annual listing of the top-selling products in chain drug stores.

These are the national brand items that give chain drug stores their promotional firepower. While the economy seems to be emerging from the doldrums and consumers appear optimistic once again, chain drug stores still need to promote the heavily advertised national brands to generate store traffic and build dollar volume.

As usual, the top-selling list is dominated by health and beauty aids and photo products. On many of these items retailers shave margins razor thin to protect their turf against encroachments by food and discount stores.

The best-seller list also reflects the traditionally strong health care image projected by chain drug stores. Thus, for example, two new entries on the list are products recently converted from prescription to OTC status—Drixoral and Actifed.

The importance to chain drug stores of a strong health care image is readily apparent in *Drug Store News'* recently published Report of the Chain Drug Industry. Fully one-third of the chain drug industry's $28.66 billion in 1982 sales was generated by the prescription and proprietary departments.

The top 100 lists (dollars and units) are again dominated by photo items, dental hygiene products, analgesics, disposable diapers and feminine hygiene products.

Of the first 10 items, ranked by dollar volume, four are films. There are also two feminine hygiene products, a disposable diaper, a skin care product, a toothpaste and a diet control item.

Among the 10 top items ranked by unit movement, three are photo products. There are also two toothpastes, two feminine hygiene products, a prepared baby formula, a lip care product and a disposable razor.

The top 10 list also reflects the strong rebound of Tylenol products after last year's tampering tragedy.

In addition to the top 100 lists, this year's Triple A Product Study also includes most productive items and hundreds of additional products with their price points.

Triple A Product Study

The top 100 items, ranked by dollar volume

Rank	Product	Best selling size
1.	Polaroid SX 70 film	—
2.	Kodak Kodacolor C110	—
3.	Tampax	40s
4.	Kodak Disc film	—
5.	Pampers disposable diapers	12s
6.	Oil of Olay	4 oz.
7.	Stayfree Maxi Pads	30s
8.	Crest toothpaste	6.4 oz.
9.	Kodak PR 10 Instant Print Film	—
10.	Dexatrim Extra Strength	20s
11.	Tylenol Extra Strength tabs	30s
12.	Colgate Dental Cream	7 oz.
13.	Listerine	32 oz.
14.	Drixoral tabs	10s
15.	Allergan Soflens tabs	24s
16.	Gillette Atra	5s
17.	Scope	24 oz.
18.	Centrum	100/30
19.	Metamucil	21 oz.
20.	Huggies	12s
21.	Tylenol Extra Strength tabs	30s
22.	Bausch & Lomb Saline Solution	8 oz.
23.	Bayer Aspirin	100s
24.	Similac Concentrate W/Iron	13 oz.
25.	Vicks Nyquil	6 oz.
26.	Efferdent	60s
27.	Luvs	48s
28.	Kodak Kodacolor C135	—
29.	Anacin	100s
30.	Alka Seltzer Plus	36s
31.	Sudafed tabs	48s
32.	Gillette Trac II	5s
33.	Polaroid ASA 600 film	—
34.	Enfamil Concentrate	13 oz.
35.	Dristan	24s
36.	Sure & Natural Maxi Shields	30s
37.	Bufferin	100s
38.	Ban Roll-On	1.5 oz.
39.	Robitussin DM	4 oz.
40.	Aqua Fresh	6.4 oz.
41.	Tylenol Extra Strength caps	24s
42.	Mylanta liquid	12 oz.
43.	Preparation H suppositories	24s
44.	Vicks Formula 44	3 oz.
45.	Maalox	12 oz.
46.	Isomil Concentrate	13 oz.
47.	Excedrin	100s
48.	Contac	10s
49.	Flex Balsam & Protein shampoo	16 oz.
50.	Vaseline Intensive Care Lotion	10 oz.
51.	Secret Solid Deodorant	2 oz.
52.	GE/Sylvania Flip Flash*	—
53.	Gillette Good News	3s
54.	E.P.T. Pregnancy Test	—
55.	Comtrex tabs	24s
56.	J & J Baby Powder	14 oz.
57.	Close-Up toothpaste	6.4 oz.
58.	Afrin Nasal Spray	15 cc
59.	Sure Solid Deodorant	2 oz.
60.	Theragran M	100/30
61.	Flex Balsam & Protein Conditioner	16 oz.
62.	Pepto Bismol	8 oz.
63.	Mennen Speed Stick	2.5 oz.
64.	Q-Tips	170s
65.	Kodak Kodacolor C-126	—
66.	J&J Baby Shampoo	11 oz.
67.	Suave Balsam & Protein Shampoo	28 oz.
68.	Massengill Disposable Douche	Twin Pack
69.	Kotex	30s
70.	Vidal Sassoon Shampoo	8 oz.
71.	Summers Eve Disposable Douche	Twin Pack
72.	Tinactin Cream	0.5 oz.
73.	Actifed tabs	24s
74.	Aqua Net	9 oz.
75.	GE/Sylvania Magicubes*	—
76.	Complete Cold Tabs	50s
77.	Barbasol Shave	11 oz.
78.	Playtex tampons	28s
79.	Grecian Formula 16	4 oz.
80.	Bic disposable razors	5s
81.	Correctol tabs	30s
82.	Stresstabs 600	60s
83.	Cortaid Cream	0.5 oz.
84.	Preparation H ointment	1 oz.
85.	Aim	6.4 oz.
86.	Edge Shave	7 oz.
87.	Noxema Skin Cream	10 oz.
88.	Mennen Skin Bracer	4 oz.
89.	Visine	0.5 oz.
90.	Gillette Foamy	11 oz.
91.	Ascriptin	100s
92.	St. Ives Shampoo & Conditioner	Twin Pack
93.	Fleets Enema	4.5 oz.
94.	Nature's Organics shampoo	16 oz.
95.	Oral B Toothbrush	—
96.	Alka Seltzer	36s
97.	Chapstick	—
98.	Robitussin	4 oz.
99.	Buf Puf Facial Sponge	—
100.	Vicks Vapo Rub	1.5 oz.

*Ranking represents combined volume from both companies

Source: *Drug Store News* survey

Prescription use, diet slow antacid growth

Antacid and laxative sales last year increased 9.7% and 10.5%, respectively. Both categories had sales increases that were slightly below the overall proprietaries department.

In the antacid category, some manufacturers reported that sales had flattened somewhat. The biggest factor in the slower growth rate has been the increased use of ethical pharmaceutical drugs.

Liquid antacids and tablets are the major sellers in the category. However, effervescent tablets and granules also have shown considerable strength.

Despite these factors, antacids still managed to rack up $297.1 million in sales. Antacids contributed 6.8% of the proprietaries department's sales. In addition, antacids represent the fourth largest OTC drug category. More than 50% of the adult population use antacids, with 12% considered heavy users.

Sales of laxatives, the fifth largest category of OTC products, totaled $268.1 million last year. The category generated 7.9% of the proprietaries department's sales.

Antacids/Laxatives

Product	Size	Everyday price	Avg. promo price	Deep promo price
Colace Capsules 100mg	60s	$10.99	$8.99	$8.79
Correctol Laxative Tablets	30s	3.25	2.57	2.49
Doxidan Capsules	30s	4.69	4.19	4.09
Dulcolax Tablets 5mg	100s	11.75	9.99	9.79
Ex Lax Chocolate	18s	1.99	1.53	1.43
Ex Lax Pills Unflavored	30s	3.29	2.69	2.59
Feen-A-Mint Gum	16s	1.65	1.49	1.39
Fleet Enema Disposable	4.5 oz.	1.07	0.89	0.79
Maalox Suspension	12 oz.	3.59	2.03	1.93
Maalox Plus Suspension	12 oz.	3.89	2.93	2.79
Metamucil Green Label	21 oz.	12.25	8.29	8.09
Metamucil Instant Mix	30 pkts	8.39	5.89	5.69
Milk of Magnesia Phillips	12 oz.	2.49	1.89	1.79
Mylanta Liquid	12 oz.	3.89	2.23	2.09
Mylanta-II	12 oz.	5.49	3.79	3.59
Pepto Bismal	8 oz.	3.09	2.29	2.19

Source: *Drug Store News* survey

Reducing Aids

Product	Size	Everyday price	Avg. promo price	Deep promo price
Dexatrim Caffeine-Free Capsules E-S	40s	$7.99	$6.39	$6.19
Dexatrim Extra Strength Capsules	40s	7.99	6.39	6.19
Dietac Maximum Strength Capsules	40s	8.95	7.47	7.29
Sweet 'n Low Sugar Substitute	100s	1.49	1.19	1.09

Source: *Drug Store News* survey

Chains increase share of reducing aids mkt.

While some manufacturers report that the demand for weight control products may have leveled off, drug chains continue to increase their share of the market.

Many industry observers point out that weight control products are well suited for chain drug stores. Sales of reducing products in chain drug stores last year totaled $192.3 million, an increase of 12.4% over 1981.

Most chains have been successful at merchandising reducing aids products by stocking them in highly visual diet control centers in heavily trafficked areas of the stores, often near the pharmacy department. Pharmacists play a role in answering questions that consumers may have about the product. In addition to displaying reducing products in prominent locations, chains frequently advertise and promote diet product, which has helped build sales volume.

During the past few years, diet aid capsules have emerged as the leading seller in the category. Tablet sales have fallen off somewhat.

Consumers also have shown a preference for the maximum and extra-strength products because they work more effectively. Sales of weight control products containing caffeine have decreased, possibly because of the concern medical authorities have raised about caffeine consumption.

One segment of the weight control category that continues to show growth is appetite suppresant candy products.

While 90% of the chain drug buyers of weight control products are women between the ages of 18-49, most manufacturers believe that an increasing number of men are taking diet pills as a result of the overall move toward health and fitness in the country.

Despite the fact that approximately 50% of all Americans need to lose weight, only a small percentage use diet control products. This has lead some industry sources to say that there still is growth potential in the market.

Triple A Product Study

The top 100 items, ranked by unit volume

Rank	Product	Best selling size
1.	Crest Toothpaste	6.4 oz.
2.	Kodak Kodacolor C110	—
3.	Tampax	40s
4.	Colgate Dental Cream	7 oz.
5.	Kodak Disc film	—
6.	Similac w/iron concentrate	13 oz.
7.	Stayfree Maxi Pads	30s
8.	Chapstick	—
9.	Gillette Good News	3s
10.	Kodak Kodacolor C135	—
11.	Pampers Disposable diapers	12s
12.	Fleets Enema	4.5 oz.
13.	Dexatrim Extra Strength	20s
14.	Tylenol Extra Strength tabs	30s
15.	Listerine	32 oz.
16.	Ban Roll-On	1.5 oz.
17.	Bayer Aspirin	100
18.	Enfamil Concentrate w/iron	13 oz.
19.	Rolaids	—
20.	Bufferin	100
21.	Barbasol	11 oz.
22.	Bausch & Lomb Saline Solution	12 oz.
23.	Massengill Disposable Douche	Twin Pack
24.	Scope	24 oz.
25.	Huggies disposable diapers	12s
26.	Summer's Eve Disposable Douche	Twin Pack
27.	Anacin	100
28.	Vicks Nyquil	6 oz.
29.	Mylanta	12 oz.
30.	Robitussin DM	4 oz.
31.	Polaroid SX 70 Film	—
32.	Oil of Olay	4 oz.
33.	Visine	0.5 oz.
34.	Tylenol Extra Strength caps	24s
35.	Sweet 'n Low	100s
36.	Kleenex	—
37.	Efferdent	60s
38.	Aqua-Fresh toothpaste	6.4 oz.
39.	Oral B toothbrush	—
40.	Bic disposable razors	5s
41.	Pepto Bismol	8 oz.
42.	Maalox	12 oz.
43.	Alka Seltzer Plus	20s
44.	Contac	10s
45.	Aim toothpaste	6.4
46.	Vaseline Intensive Care Lotion	12 oz.
47.	Q Tips	170s
48.	Secret Solid deodorant	2 oz.
49.	GE/Sylvania Flip Flash*	—
50.	Vicks Formula 44D	3 oz.
51.	Sudafed tabs	30s
52.	Tylenol Extra Strength Caps	24s
53.	Vaseline Petroleum Jelly	3.75 oz.
54.	Gillette Trac-2 blades	5s
55.	Mennen Speed Stick	2.5 oz.
56.	Sure & Natural Maxi Shields	30s
57.	Flex Balsam & Protein Shampoo	16 oz.
58.	Close-Up toothpaste	6.4 oz.
59.	Gillette Atra blades	5s
60.	Noxzema Skin Cream	10 oz.
61.	Sure Solid Deodorant	2 oz.
62.	Luvs disposable diapers	48s
63.	St. Joseph Children's Aspirin	36s
64.	Preparation H Ointment	1 oz.
65.	Vidal Sassoon shampoo	8 oz.
66.	J&J Baby Powder	14 oz.
67.	Isomil Concentrate	13 oz.
68.	Kodak Kodacolor C126	—
69.	Allergan Soflens tablets	24s
70.	GE/Sylvania Magicube*	—
71.	Mennen Skin Bracer	4 oz.
72.	Kodak PR 10 Instant Print Film	—
73.	Preparation H Ointment	1 oz.
74.	Excedrin tabs	36s
75.	Dristan	24s
76.	Preparation H suppositories	12s
77.	Vicks Vapo Rub	1.5 oz.
78.	Kotex	30s
79.	Afrin	15 cc
80.	Complete Cold Relief tabs	50s
81.	J&J Baby Shampoo	11 oz.
82.	Edge Shave	7 oz.
83.	New Freedom Maxi Pads	30s
84.	Flex Balsam & Protein Conditioner	16 oz.
85.	Drixoral tabs	10s
86.	Playtex tampons	28s
87.	Dietac Maximum Strength	20s
88.	Suave Balsam & Protein Shampoo	28 oz.
89.	Alka Seltzer	36s
90.	Metamucil	21 oz.
91.	Robitussin	4 oz.
92.	Aquamarine Shampoo	16 oz.
93.	Aqua Net hair spray	9 oz.
94.	St. Ives Shampoo & Conditioner	Twin Pack
95.	Reach toothbrush	—
96.	Gillette Foamy	11 oz.
97.	Nature's Organics shampoo	16 oz.
98.	Grecian Formula 16	4 oz.
99.	Ascriptin	100
100.	Mennen Skin Bracer	4 oz.

*Ranking represents combined volume from both companies

Source: *Drug Store News* survey

Disc leads photo dept. sales to 12.3% increase

Buoyed by several new products, chain drug photo department sales climbed 12.3% to $1.3 billion last year, which represented 4.6% of total chain drug sales in 1982.

The successful debut of the Kodak Disc camera was a major factor in the success of the department last year. The Disc and 35mm category were responsible for the big gains in film sales, which totaled $518 million.

The big story has been the Disc camera. An estimated 4.7 million Disc cameras were sold in the United States within the first seven months of its introduction, according to the 1982-83 Wolfman Report on the Photographic Industry. The Disc is expected to capture an even larger share of the amateur photography market over the next few years as other manufacturers introduce lower-priced versions of the Kodak Disc.

But with the growth of the Disc cameras came the decline of the 110 and 126 camera category. Sales of 110 film were off by as much as 50%, according to the Wolfman Report. Most industry sources expect the 110 and 126 markets to continue to erode as the Disc cameras, which appeal to the same group of consumers, grow in popularity.

Hot items

Film sales accounted for 39.5% of the chain drug photo department volume last year. Still color film sales made up 20.2% of the department's total sales for a volume of $265 million. The instant photography camera market, which shows signs of declining despite heavy advertising by national manufacturers, produced an 8.5% gain in instant picture film sales to $238 million in 1982. However, instant film still represented 18.2% of the department's sales.

Photo needs

Film	Size	Everyday price	Avg. promo price	Deep promo price
Kodacolor II C110	24 exp.	$ 3.56	$2.59	$2.25
Time Zero	—	10.90	7.87	6.50
Kodak Disc	2 pack	6.12	4.93	4.15
Kodak Disc	Single	3.30	2.73	2.50
Flash				
Sylvania Flash Bar	—	4.87	2.39	2.00
Sylvania Super 10 Flip Flash	—	3.68	1.89	1.50

Source: *Drug Store News* survey

Deodorants/Antiperspirants

Product	Size	Everyday price	Avg. promo price	Deep promo price
Ban Roll-On	1.5 oz.	$2.53	$1.63	$1.53
Brut 33 Deodorant Spray	5.5 oz.	2.89	1.99	1.89
Dry Idea A.P. Scented	2.5 oz.	4.29	3.29	2.99
Gillette Right Guard Deodorant	3.0 oz.	2.59	1.99	1.79
Mennen Speed Stick Regular	2.5 oz.	2.69	1.59	1.39
Secret Roll-On	1.5 oz.	2.29	1.67	1.59
Shulton Old Spice Stick Regular	2.5 oz.	2.59	1.87	1.77
Sure Solid Regular	2.0 oz.	2.99	2.39	2.29

Source: *Drug Store News* survey

Deodorants constitute 11% of toiletries sales

Deodorants and antiperspirants remained one of the most important segments of the toiletries department in chain drug stores last year.

Total sales of deodorants and antiperspirants rose 8.5% to $389 million in 1982. The category contributed 11.7% of the overall department sales. Only the handcream and skin care category generated a higher-sales volume.

Sales have continued to rise because more people are using deodorants and antiperspirants, according to industry observers. Industry figures show that more than 90% of all women and approximately 85% of all men use either a deodorant or antiperspirant. In addition, between 20% and 30% use these products more than once a day.

Deodorants and antiperspirants traditionally have received extensive shelf space in drug stores. However, in recent years there have been so many new products and line extensions introduced that some drug retailers have had to reduce facings for some products.

Roll-ons, sticks and nonaerosol products have a strong appeal with consumers. Both the scented and unscented varieties are good sellers. Almost all of the major manufacturers market products.

Drug retailers say this area of the market has been further enhanced by the growing numbers of working women.

Most drug retailers agree that the biggest factor in the deodorants and antiperspirants category is advertising. This is one of the main reasons that smaller manufacturers have not been able to keep up in terms of sales volume with the giants of the industry, whose products are supported with extensive advertising and promotion.

Triple A Product Study

Analgesics sales top $414 million

Analgesics are one of the biggest selling categories in the chain drug proprietaries department. In 1982, sales of analgesics topped $414 million and accounted for 9.4% of the department's sales.

Most retailers agree that the 10.6% sales improvement last year over 1981 would have been considerably higher had it not been for the Tylenol incident last fall.

Most Productive Items

Product	Size
Group I	
Kodacolor C110	24 exp
Kodak Color Disc Film	Single Pack
Kodak Color Disc Film	2-Pack
Kodak C135 Kodacolor	24 exp
Kodak PR-10 Instant Print	
Kodak PR 144-10 Instant Print	2-Pack
Polaroid Sun Film 600ASA	#6600
Sylvania Flip Flash Unit	
Time Zero Supercolor SX-70	
Time Zero Supercolor SX-70	2-Pack
Group II	
Clairol Conditioning Shampoo—Normal	24 oz.
Clairol Conditioning Shampoo—Extra Body	24 oz.
Jhirmack EFA Shampoo—Dry	12 oz.
Jhirmack Gel Shampoo —Normal	12 oz.
Nature's Organic Shampoo	16 oz.
Nature's Organic Shampoo—Extra Body	16 oz.
St. Ives—Aloe Vera	Twin-18 oz.
St Ives.—Jojoba	Twin-18 oz.
St. Ives—Henna	Twin-18 oz.
Vidal Sassoon Shampoo	8 oz.
Group III	
Ban Roll-On Regular	1.5 oz.
Ban Roll-On Unscented	1.5 oz.
Ban Roll-On Fresh Scent	1.5 oz.
Ban Roll-On Regular	2.5 oz.
Mitchum Roll-On Unscented	1.5 oz.
Right Guard Deo Original	1 oz.
Secret Solid Regular	2 oz.
Secret Solid Unscented	2 oz.
Sure Solid Regular	2 oz.
Sure Solid Unscented	2 oz.
Group IV	
Anacin	100s
Anacin-3 Max Strength Tabs	60s
Bayer Aspirin	100s
Bufferin Tablets	100s
Excedrin	100s
Tylenol Tablets	100s
Tylenol Chewable Tabs	30s
Tylenol Extra Strength Caps	50s
Tylenol Extra Strength Tabs	30s
Tylenol Extra Strength Tabs	60s
Group V	
Maalox Liquid	26 oz.
Maalox Liquid	12 oz.
Metamucil Powder	14 oz.
Mylanta Liquid	12 oz.
Nyquil	6 oz.
Pepto Bismol	8 oz.
Riopan Plus Liquid	12 oz.
Robitussin DM	4 oz.
Sudafed Tablets 30mg	24s
Vicks Formula 44-D	3 oz.
Group VI	
Allergan Soflens Cleaner Tablets	24s
Allergan Clean & Disinfect Solution	8 oz.
Braners-Hind Wetting Solution	2 oz.
Bausch & Lomb Daily Cleaner	1½ oz.
Bausch & Lomb Lens Lubricant	0.5 oz.
Bausch & Lomb Saline Solution	8 oz. & 12 oz.
Flex-Care	12 oz.
Preflex Solution	1½ oz.
Soflens Lens Cleaner Kit	#621
Visine Eye Drops Plastic	½ oz.
Group VII	
Aim Toothpaste	8.2 oz.
Aim Toothpaste Family	6.4 oz.
Aqua-Fresh Toothpaste	6.4 oz.
Close-Up Toothpaste Regular	6.4 oz.
Close-Up Toothpaste Mint	6.4 oz.
Colgate	7 oz.
Crest Gel	8.2 oz.
Crest Mint	8.2 oz.
Crest Regular	8.2 oz.
Topol Toothpolish w/Fluroide	3 oz.
Group VIII	
Aquamarine Normal Shampoo	16 oz.
Denorex Shampoo Herbal Fresh	4 oz.
Flex Shampoo Normal	16 oz.
Flex Shampoo Extra Body	16 oz.
Head & Shoulders Lotion	7 oz.
Head & Shoulders Lotion	11 oz.
Head & Shoulders Lotion	15 oz.
Pert Shampoo	15 oz.
Prell Concentrate Tube	1.7 oz.
Selsun Blue Shampoo Normal	7 oz.

Source: *Drug Store News* survey

Still, the analgesics category managed to rebound and expand at a good rate. This was partly due to the strong showing of the extra strength formulas. The extra strength and arthritis products are expected to be the wave of the future, according to many buyers.

Sales of arthritis formulas will increase steadily because the average age of Americans will continue to rise throughout the 1980's.

Growth in the category also has been fueled by the fact that greater numbers of people are turning to analgesics in an effort to reduce expensive visits to doctors. The depressed economy during the past year was a factor in the trend toward more self-medication.

The extra and maximum strength analgesics have also satisfied consumer demand for pain killers that offer faster and longer-lasting relief. Turns in this category were particularly good, some OTC buyers reported.

Children's aspirin remained a valuable segment of the analgesic market. This category should continue to improve as the baby boomers from the 1950's start families of their own.

The success of analgesic product still depends on how much advertising support the manufacturer gives it, which is the case with many OTC drugs. This can be seen in the list of leading analgesics where the top-selling products are also among the most heavily advertised.

Analgesics

Product	Size	Everyday price	Avg. promo price	Deep promo price
Anacin Tablets	100s	$4.79	$2.83	$2.75
Bayer Aspirin Tablets 5gr	100s	3.19	1.87	1.79
Bufferin Tablets	100s	4.99	3.33	3.19
Excedrin Extra Strength Tablets	100s	5.89	3.89	3.79
Tylenol Extra-Strength Capsules	100s	8.39	5.89	5.69
Tylenol Tablets 325mg (5gr)	100s	4.99	3.19	2.99
Tylenol Tablets 500mg Extra-Strength	100s	6.79	4.69	4.49

Source: *Drug Store News* survey

Triple A Product Study

Interest in sports means strong foot care year

Footcare

Product	Size	Everyday price	Avg. promo price	Deep promo price
Aftate Foot Spray Liquid	4 oz.	$3.79	$3.57	$3.29
Desenex Ointment	1.8 oz.	5.19	3.79	3.69
Scholl Zino Callous Pads	12s	1.49	1.49	1.29
Scholl 2 Drop Corn Callous Remover	9/16 oz.	1.89	1.89	1.75
Scholl Hard Skin Reducer	—	2.69	2.69	2.29
Super-Tuff Odor Eaters	pair	2.79	2.79	2.59
Tinactin Cream 1%	15gm	4.79	3.59	3.39
Tinactin Powder Aerosol	100gm	4.19	3.37	3.19

Source: *Drug Store News* survey

With more Americans becoming increasingly active in sports and physical activities, it's not surprising that sales of foot care products and other sports medicine products have not lagged far behind.

In 1982, sales of foot care products totaled $137.1 million, an increase of 11.1% over the year before. Foot care sales represented 3.1% of the OTC department sales.

Among the most common afflictions consumers seek relief from in the foot care category are athlete's foot, corns, calluses, bunions and nail diseases.

While much of the increase in foot care sales has been attributed to the rise in popularity of running in this country, another factor has entered into the picture. In addition to weekend runners, nonathletic consumers are becoming aware of medical problems associated with the foot and are taking measures to prevent them from occurring.

Products such as foot sprays and ointments for athlete's foot, various types of foot pads, arch supports, callus removers and odor removers are among the best-selling items in the foot care category.

But foot ailments are just a segment of the sports medicine category. A recent study by the Consumer Products Safety Commission revealed that 11 million people were injured last year in sports related activities. And injuries are increasing at a rate of 8% a year.

The injuries range from sprains and muscle strains to blisters, abrasions and lacerations. Nearly all chain drug stores carry products to treat these problems. Perhaps more importantly, drug retailers in recent years have realized the potential of the sports medicine market and are now merchandising the various products that provide relief from sports injuries in a separate sports medicine section.

The most common types of products include: bandages, braces, supports, cushions, rubs, ointments and analgesics.

Triple A Product Study

Wide selection accounts for skin care increase

The skin care category was among the most dynamic of all in the toiletries department last year, rising 10.1% to $395 million in chain drug stores and accounting for 11.7% of department sales.

Two reasons for the growth are the depth and breadth of assortment that chain drug stores are able to offer and the professional advice available from cosmeticians as well as pharmacists.

Because of the ever-changing trends in this area, drug chains must keep on top of the category, and one of the best tactics has been to follow hair care sales. For instance, aloe vera and jojoba have been big sellers in hair care and are now key ingredients in skin care.

Established skin care items also dominate this category and these steady performers often head chain's top promotional list. With these items often on ad, gross margins frequently dip below 20%.

Today's emphasis on skin care has stretched further than lotions and creams with bath products now showing strong sales gains. The bath category, for example, showed a 9% increase in sales last year to $151.5 million.

New developments

Plus, buyers report that sales are being generated by the more expensive bath products. To this end, chains are adding bath boutiques to the stores.

Suntan/sunburn products are another important category in skin care. This category represents a $153.5 million market for chains and the figure keeps growing as more consumers seek greater protection from the damaging rays of the sun. Various consumer groups have alerted consumers to the value of sun protection factors and shoppers now buy several products, varying in SPF degree.

Skin Care

Product	Size	Everyday price	Avg. promo price	Deep promo price
Creams and Lotions				
Esoterica Facial Cream	3 oz.	$7.00	$6.19	$5.49
Night of Olay Vitalizing Cream	2 oz.	8.12	5.89	5.59
Nivea Creme	6 oz.	3.99	3.19	2.89
Noxzema Skin Cream	10 oz.	3.39	2.39	2.29
Oil of Olay Fluid	4 oz.	7.65	3.93	3.79
Ponds Cold Cream	3.5 oz.	3.29	2.93	2.73
Porcelana Medicated Cream	4 oz.	8.25	7.49	6.99
Depilatories/Bleaches				
Jolene Cream Bleach	1 oz.	3.00	2.29	1.99
Nair Hair Remover Lotion	4 oz.	2.69	2.39	1.79
Neet Lotion with Cocoa Butter	4 oz.	2.69	2.30	1.79
Lotions/Oils				
Jergens Lotion Fliptop Dispenser	6 oz.	2.13	1.79	1.59
Johnsons Baby Lotion	9 oz.	3.09	2.49	—
Johnsons Baby Oil	10 oz.	3.79	2.79	2.49
Keri Lotion	13 oz.	7.69	6.19	—
Lubriderm Lotion Scented	8 oz.	4.19	3.49	—
Nivea Moisturizing Lotion	10 oz.	2.99	2.49	2.29
Ponds Cocoa Butter Lotion	12 oz.	3.19	2.69	2.49
Pretty Feet & Hands	3 oz.	4.59	4.59	4.19
Vaseline Dermatology Formula	11 oz.	5.69	4.79	4.49
Talcs				
Cashmere Bouquet Powder	10 oz.	2.79	2.49	—
J&J Baby Powder	14 oz.	3.19	2.09	1.89

Source: *Drug Store News* survey

Miscellaneous skin care

Product	Size	Everyday price	Avg. promo price	Deep promo price
Compound W	2.5 dr	$3.19	$2.59	$2.39
Freezone	2.5 dr	2.19	2.19	2.09
Off-Ezy Wart Remover	0.5 oz.	3.29	3.29	3.09
Outgro	2.5 dr	3.59	3.59	3.19

Source: *Drug Store News* survey

Twin-packs become hot sellers in hair care

Twin-packs, naturals and conditioning products are the fastest movers in the lucrative chain drug hair care market.

Most shoppers now prefer to use both a shampoo and conditioner and will often buy within brand lines. This trend has been so strong that many customers purchase twin packs featuring both a shampoo and a conditioner.

While many stick with traditional products, most people are fickle when it comes to hair care and will try every new product in search of a "perfect head of hair." The newest craze is shampoos and conditioners with natural ingredients such as aloe vera, jojoba, henna and EFA.

Specialized shampoos, especially those with conditioning properties, were also popular, according to *Drug Store News'* survey.

Although shampoos and conditioners are the best sellers, other hair care categories are gathering steam. Hair sprays gained favor last year with many consumers extending their shampoo and conditioner preference to sprays.

Drug chains still control the perm market and the color business. Vendors have been investing heavily into both of these areas and the result has been exciting new products that are solidly backed by the manufacturer. Perm sales remained strong in 1982 and so far in 1983.

But, by far the best news is that color will show big gains, retailers believe, as the population ages, leaving more people with graying hair. Light browns and blonds appear to be the favored coloring shades.

The current trends in hairstyling—perms, layers and short cuts—demand care including conditioning and spraying. Therefore, the future of hair care is very bright in chain drug stores. For 1983 and 1984, retailers expect to see more products complete the path from salon to retail.

Hair Care

	Size	Everyday price	Avg. promo price	Deep promo price
Permanents				
Rave Home Perm Complete Kit	—	$7.99	$6.69	$6.30
Rave Home Perm Refill, Extra Curly	—	4.99	3.89	3.59
Toni Home Regular	4 oz.	5.79	4.79	4.44
Hair Sprays				
Adorn Extra Hold	9 oz.	3.79	3.07	2.82
Alberto VOK5 Hard to Hold	7 oz.	3.39	2.73	2.23
Aqua Net Super Hold	9 oz.	1.99	1.29	1.19
Clairol Final Net Unscented	12 oz.	4.99	3.73	3.43
Miss Breck Super Hold	9 oz.	2.69	1.63	1.39
Shampoos				
Faberge Organics Normal	15 oz.	1.89	1.33	1.19
Head & Shoulders Dandruff Regular	7 oz.	2.59	1.89	1.39
Johnsons Baby Shampoo	16 oz.	4.69	3.19	3.00
Jhirmack E.F.A.	8 oz.	3.59	2.47	2.19
Pert Shampoo Norm/Dry	15 oz.	3.79	2.89	2.29
Prell Concentrate Tube	1.7 oz.	1.33	1.33	1.00
Revlon Flex Balsam & Protein Normal	15 oz.	3.19	1.89	1.49
Sebutone	4 oz.	5.15	4.39	3.50
Selsun Blue Normal	7 oz.	5.59	4.73	4.50
Silkience X-Body	-7 oz.	2.79	1.83	1.50
Vidal Sassoon	8 oz.	3.69	2.23	2.00
Zincon Dandruff Shampoo	4 oz.	3.29	3.29	2.90

Source: *Drug Store News* survey

Black hair care items lead ethnic mkt. increase

Chain drug stores account for about 45% of all black hair care sales, making ethnic hair care one of the fastest moving health and beauty aid items in the chain's mix.

Last year, black consumers spent about $800 million on hair care items. The major reason this market is so large is that the typical black consumer purchases more products for hair maintenance than white shoppers.

Hair dressings, hair food, curly kits, and other products used to style black hair are fast movers for chains. In fact, the curl look has really ignited the whole industry because this one look requires several products. As sales continue to soar, chains are adding more space to ethnic products. Since the category changes so frequently, many retailers rely on outside sources to help keep the selection current.

Departments in most chains now range anywhere from 4 ft. to 30 ft. and more chains are including ethnic items in stores with even less than 10% of ethnic traffic.

Chains should merchandise all ethnic items together, sources explain, because the shopper wants a special area.

Ethnic hair care

Product	Size	Everyday price	Avg. promo price	Deep promo price
Care Free Curl Instant Moisturizer	8 oz.	$4.05	$4.05	$3.90
Dark & Lovely Relaxer Kit	—	8.21	8.21	7.57
Johnsons Classy Curl Permanent Curl Kit	—	9.95	9.95	7.99
Johnsons Gentle-Treatment Kit	Regular	8.95	8.95	7.79
Revlon Realistic Creme Relaxer Kit	Regular	7.95	7.33	6.99
TCB Curl Activator Tube	6 oz.	3.50	3.50	3.29
TCB Hair & Scalp Conditioner	8 oz.	4.00	4.00	3.47
Sta-Sof-Fro Hair Spray Oil Sheen X-dry	8 oz.	3.55	2.99	2.27

Source: *Drug Store News* survey

Triple A Product Study

Tampons still top sellers in feminine hygiene

Today there are many forms of feminine protection available and this multiplicity has made it common for the shopper to buy three or four different products at one time.

For instance, many women prefer to buy tampons, pads and mini pads that are designed for lighter flows. This "systems" approach to feminine hygiene resulted in a 12% increase in chain drug sales of these goods to a record $324 million in 1982.

Tampons and maxi pads lead the pack, with tampons being the preferred form of protection. In fact, tampons have not been affected by the Toxic Shock Syndrome fears that hit the industry in 1980 and most experts expect tampons to continue to outperform napkins.

In the meantime, more women are adding slimmer pads and mini pads to their shopping lists. These products are not cannibalizing the pads and tampons because shoppers mix both protection forms. It is estimated that women use about 15 units—tampons or pads—per menstrual period.

Feminine Hygiene

Product	Size	Everyday price	Avg. promo price	Deep promo price
Playtex Deodorant Tampons Super	16s	$2.49	$2.19	—
New Freedom Maxi	12s	1.99	1.69	—
OB Tampons Regular	30s	3.59	2.99	$2.79
Sure & Natural Maxishields	12s	2.09	1.83	1.69
Stayfree Deodorant Maxi-Pads	30s	4.59	3.59	3.29
Tampax Original Regular	40s	3.84	2.89	2.59

Source: *Drug Store News* survey

Most women are buying supplies in the large sizes, with 40's and 30's being the preferred quantities. Brand names still dominate this market although private label brands are available.

Today's concentration on cleanliness has created a separate rise in douche sales. The twin packs of douches are the best movers for chain drug stores. Plus, these items are rarely promoted and provide extremely healthy gross margins to chains.

Dental

Product	Size	Everyday price	Avg. promo price	Deep promo price
Brushes/Flosses				
Johnsons Dental Floss waxed	50 yd.	$1.39	$1.23	$0.99
Oral B 35 Adult Toothbrush	—	2.09	1.49	1.19
Oral B 40 Adult Toothbrush	—	2.09	1.49	1.19
Oral B 60 Adult Toothbrush	—	2.09	1.49	1.19
Reach Toothbrush Medium	—	1.89	1.49	1.09
Reach Toothbrush Soft	—	1.89	1.49	1.09
Mouthwash/Breath Products				
Bianca Breath Spray Golden	0.2 oz.	2.09	2.09	1.49
Chloraseptic Mouthwash Menthol w/Spray	6 oz.	3.29	2.79	2.59
Listerine Mouthwash	32 oz.	5.49	3.13	2.89
Listermint Mouthwash	24 oz.	4.59	3.29	3.09
Scope Mouthwash	40 oz.	5.89	4.09	3.89
Toothpaste				
Aim Toothpaste Regular	6.4 oz.	2.49	1.53	1.13
Aqua-Fresh Toothpaste	6.4 oz.	2.49	1.63	1.29
Crest Toothpaste Mint	6.4 oz.	2.49	1.49	1.29
Crest Toothpaste Regular	6.4 oz.	2.49	1.49	1.29
Colgate Toothpaste	7 oz.	2.49	1.39	1.25
Topol Toothpolish w/Fluoride	7 oz.	6.00	5.19	4.19
Denture Care				
Efferdent Denture Tablets	96s	4.89	3.59	3.29
Fixodent Denture Adhesive Cream	2.5 oz.	3.79	2.99	2.29
Polident Denture Tablets Giant	84s	4.29	3.49	2.89
Rigident Denture Retainer	3 oz.	3.95	3.95	—

Source: *Drug Store News* survey

Gels account for 50% of '82 toothpaste sales

Chain drug dental department sales increased 11.4% to $402.4 million last year as a result of the heightened consumer concern for preventive dental care.

Drug stores still control a healthy part of the toothpaste market, which is estimated at $900 million in retail sales. Approximately 25% of the sales volume is generated by drug stores. Supermarkets have about 66% of the market. Mass merchandisers account for 15% of the retail sales.

For the first time since they were introduced in the early 1970's, sales of gel toothpastes in 1982 made up more than 50% of the market. Some industry observers believe that gel toothpastes will capture a major portion of the market by the end of the decade. Nearly every major toothpaste manufacturer now has a gel entry.

The toothbrush category continues to contribute heavily to chain drug dental department sales. Toothbrush profit margins frequently average 40% off promotion and between 15% and 20% during promotions. The category is dominated by three major national manufacturers. However, private label brands have managed to capture an increasing share of the market.

Supermarkets represent about 44% of the $200 million retail toothbrush industry. Drug stores hold a 39% share and mass merchandisers account for the remainder.

In the mouthwash and breath freshener products category, drug chains last year increased sales to $147.4 million, up 10.6% over 1981. Chain drug stores account for about 30% of the entire mouthwash market. Supermarkets lead the category with just over 50%, while mass merchandisers have an estimated 17%.

As the population ages, sales of denture products are expected to show continued growth. Drug chains trail supermarkets in the cleanser category with 38% of the market, compared to 42% for supermarkets. Denture adhesives, however, are still dominated by chain drug stores, which hold a 41% market share. Supermarkets and mass merchandisers have 37% and 18%, respectively.

Demographics change affects ointment sales

The external medications category, which includes ointments, acne preparations, creams and suppositories, increased by 6.1% in 1982 to $64.8 million.

Leading the new products in the ointments category were the hydrocortisones, which are marketed by a number of companies. Since they were granted OTC status from the F.D.A. in the early part of the decade, a number of manufacturers have rushed products to the market. The result has been a crowded field dominated by about five big sellers. However, many drug retailers say that the market cannot support all the hydrocortisone products and believe a shakeout is inevitable.

A shrinking market is just one of the problems that the acne preparation market faces. The category's primary users, teenagers in the 14-17 age group, has been steadily decreasing. In addition, there have been several recent developments from medical researchers in the area of acne treatment, which may result in newer, more effective prescription products coming on stream in the next few years.

Drug retailers paint a rosier picture for the hemorrhoidal preps, antibiotics and anticeptics categories.

The consumer trend toward self medication has boosted sales of analgesic and counterirritant ointments. Also, this category should be aided by the shift in age groups under way within the country. Users of these types of products tend to be older and as the number of people over the age of 55 increases, sales of ointments for such ailments as backaches, strained muscles and arthritis are expected to strengthen.

Another factor in the expansion of the analgesic and counterirritant ointments category has been the increase in the number of Americans who are participating in sports and other recreational activities.

Medicated external products

Product	Size	Everyday price	Avg. promo price	Deep promo price
Acne Preps				
Buf-Puf Cleansing Sponge	—	$3.69	$3.19	$2.89
Clearasil Super Tinted Acne Cream	1 oz.	4.39	3.97	3.75
Oxy-5 Acne Medication	1 oz.	3.62	3.09	2.89
Oxy-10 Extra-Strength Acne Medication	1 oz.	4.83	4.29	3.89
Phisoderm	9 oz.	4.49	3.77	3.59
Hydrocortisone/Anti-Itch Preps				
Benadryl HCl Cream	1 oz.	4.79	4.79	4.59
Caladryl Lotion	6 oz.	4.59	3.79	3.49
CortAid Cream ½%	1 oz.	4.79	3.99	3.79
CortAid Ointment ½%	½ oz.	3.29	2.69	2.59
Domeboro Powder Packets	12s	6.49	6.49	6.29
Lanacort Hydrocortisone Cream ½%	1 oz.	3.49	3.17	2.89
Hemorrhoidal Preps				
Anusol Hemorrhoidal Suppositories	24s	7.09	5.79	5.19
Preparation H Ointment Tube	1 oz.	3.19	2.37	2.19
Preparation H Suppositories	12s	4.19	3.03	2.89
Tronolane Hemorrhoidal Suppositories	10s	3.59	3.07	2.89
Tucks Medicated Pads	100s	5.99	4.83	4.59
First Aid/Antibiotics/Antiseptics				
A-200 Pyrinate Liquid	2 oz.	4.99	4.37	4.19
Absorbine Jr.	2 oz.	2.09	1.87	1.79
Aspercreme	3 oz.	3.69	2.89	2.69
Ben Gay Extra Strength Balm	3.75 oz.	4.99	3.99	3.79
Ben Gay Greaseless Tube	3 oz.	4.39	3.49	2.99
Ben Gay Greaseless-Stainless	1.25 oz.	2.29	1.73	1.59
Cruex Spray Powder	3.5 oz.	4.29	3.79	3.59
Icy Hot	3.5 oz.	4.49	3.57	3.29
Neosporin Ointment Tube	1 oz.	4.73	3.49	3.29
Sea Breeze Antiseptic	10 oz.	4.29	3.93	3.89

Source: *Drug Store News* survey

Triple A Product Study

Cough/Cold				
Product	**Size**	**Everyday price**	**Avg. promo price**	**Deep promo price**
Cough Drops				
Chloraseptic Cherry Lozenges	18s	$2.09	$1.73	$1.63
Hold Adult	10s	1.99	1.99	1.89
Sucrets Mentholated Sore Throat Lozenges	24s	2.69	2.03	1.99
Liquid/Sprays/Lip Balms				
Afrin Nasal Spray	0.5 oz.	4.09	2.37	2.29
Blistex	0.14 oz.	0.99	0.79	0.69
Primatene Mist w/Mouthpiece	15 cc	8.09	6.49	6.19
Robitussin-DM	4 oz.	3.39	2.39	2.29
Vicks Formula 44 Cough Mixture	3 oz.	3.19	1.99	1.89
Vicks Nyquil	6 oz.	4.59	2.73	2.69
Vicks Sinex Long Acting Decongestant Nasal Spray	0.5 oz.	3.29	2.73	2.59
Tablets/Capsules				
Chlor-Trimeton Allergy Tablets 4mg	100s	8.98	7.07	6.89
Contac Capsules	20s	6.15	3.53	3.39
Dristan Tablets	50s	6.49	4.97	4.79
Sudafed Tablets 30mg	24s	2.87	2.59	2.47

Source: *Drug Store News* survey

Cough/cold records 10% overall sales jump

The entry of several prescription cough/cold remedies into the OTC cough/cold category made things very interesting last year.

Overall, the cough/cold category, not including analgesics, was up 10.7% for total sales of $760.8 million.

While several of the converted cough/cold products got off to a promising start and quickly gained a share of the market, many buyers reported that they were not sure at whose expense because sales were up almost across the board.

More winners

In 1982, sales of cold capsules and tablets reached $363.7 million, an increase of 11.9% over the year before. Cold capsules and tablets, which are among the fastest-growing segment in the category, produced 8.3% of the OTC department's total sales.

The other major segment of the cough/cold category, cough syrups and expectorants, was up 11.1% over 1981 with sales totaling $258.9 million. Buyers say that a new generation of 12-hour cough syrups may eventually tap the market share of some of the traditional eight-hour formulas. Cough syrups and expectorants generated 5.9% of the OTC department's sales.

Liquid cold preparations continued to be a good seller among consumers who have difficulty swallowing pills. In addition, the liquid preps are used by many cold sufferers during the nighttime hours.

Sales of lozenges, rubs and nasal sprays reached $108.1 million in 1982, a 10.6% improvement from 1981. Nasal spray products that promise long-acting relief sold particularly well, buyers said.

Cough/cold remedies that offer several hours of combined relief from congestion, coughing, muscle aches and fever sold briskly because they provide convenience. Most consumers would rather take one cough/cold product than four or five different medications.

Drug retailers believe that cough/cold remedy sales will continue to be strong in 1983, and some buyers say the overcrowded field will lead to a shakeout next year.

Vitamins still muscle behind proprietaries

The leader in the proprietaries department once again last year was the vitamin and nutritional supplement category.

The category continued to gain momentum as sales grew in 1982 by 13.4% to $439.6 million. Vitamin sales accounted for 10% of the total sales volume in the proprietaries department.

The American preoccupation with health and fitness is cited as the overriding reason for the steady growth of vitamin sales. In addition, volume was also boosted by the new vitamin and nutritional centers, which have been established by a number of chains.

Heavy competition

Drug stores have taken a more aggressive position with vitamins primarily because of the challenge by supermarkets. Supermarkets, lured by the 40% margins that are typical in the vitamin business, pose the single-biggest threat to drug retailers' controlling share of the market.

The gains made by supermarkets are clearly apparent in a recent report for the Council for Responsible Nutrition, a Washington trade association. According to the report, supermarkets managed to increase their share of the vitamins market from 14% to 15% last year. Health food stores lost 1% of the market in 1982 and now generate 28% of the retail vitamin sales. Chain drug stores and other mass merchandisers, which the association groups together, saw their market share diminish slightly from 31% in 1981 to 30% in 1982.

There were significant shifts among the three major categories of vitamins, the report said. Multiple vitamins produced industry sales of $872 million, but represented 39% of the market last year, compared to 40% in 1981. Vitamin C products accounted for 22% of the total vitamin sales last year, an increase of 1% over the year before. Vitamin E, the third major category, generated industry sales of $351 million. Its market share fell from 17% in 1981 to 16% last year.

Drug chains did particularly well last year with private label brands, which are priced substantially lower than branded products. However, branded vitamins still remained the big seller in the category.

Vitamins/Tonics				
Product	**Size**	**Everyday price**	**Avg. promo price**	**Deep promo price**
Centrum Multi Vitamin/Mineral Formula	100s/ 30 Free	$11.75	$7.93	$7.79
Geritol Tablets	100s	11.09	8.09	7.89
Myadec Vitamin Tablets w/Zinc	130s	12.99	9.89	9.69
One-A-Day Multiple Vitamin plus Iron	100s	7.19	4.59	4.39
Os-Cal Tablets	100s	7.69	6.99	6.69
Stresstabs—600 + Iron	60s	7.99	6.69	6.39
Theragran Tablets	100s	10.99	7.69	7.49
Theragran M Tablets	100s	11.49	7.63	7.39

Source: *Drug Store News* survey

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MERCHANDISER

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WASHINGTON DC 20014

DRUG STORE NEWS

Vol. 5 No. 17/Incorporating CHAIN STORE AGE Drug Magazine Published by Lebhar-Friedman Inc./August 8, 1983

High-ticket blister packs raise mixed reviews from retailers

Drug retailers have mixed feelings about new blister packaged products.

NEW YORK—Blister packaging, a growing practice among manufacturers attempting to garner additional retail outlets for their products, is drawing mixed reviews from drug retailers.

In the past year, an increasing number of products that were previously only packaged in boxes have been blister packed on cards designed to hang on J-hooks. In many cases these products are high ticket items, not the traditional low end products that are commonly found blistered in drug chains across the country.

Manufacturers of such products as personal care appliances, watches, calculators, cameras, audio and video cassettes and even video games have turned to blister packaging as a means of selling their products to consumers but retailers contacted by *Drug Store News* have mixed reactions to the new trend.

One of the most frequent complaints is that blister packing cheapens the appearance of products like personal care appliances and cameras, which are often purchased by consumers as gifts. Others say that despite assertions by manufacturers that blister packing stimulates impulse buying, they do not.

On the positive side, retailers

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NACDS proposes clustering future education meets

CHICAGO—The National Association of Chain Drug Stores is moving toward several far-reaching changes in the scheduling and structure of its educational meetings, president Robert J. Bolger, reported at the association's merchandising conference here.

The primary change would be to "cluster" certain meetings, formerly held separately, in the same location and at the same time. Bolger said the first evidence of this "repackaging of meetings" may occur next year.

The NACDS executive committee, which met just prior to the merchandisings conference, was leaning toward starting with three "nontrade" meetings—scope, loss prevention and management information systems, he said. The committee was strongly considering New Orleans—which will have a World's Fair in 1984—as the site of the first experiment.

Bolger said the Executive Committee has also considered inviting suppliers to exhibit products at one or more of these expanded meetings. "Whether we would charge these exhibitors or not we don't know," he told *Drug Store News*.

Bolger emphasized that the proposed changes were "not set in concrete" and that there would be more work done on the proposal before "bringing it back to the [NACDS] board."

At the same time NACDS chairman Henry A. Panasci Jr., announced that the association is beginning to develop a "comprehensive industry library" as well as a home study course aimed at improving management skills.

Panasci estimated that the library would cost $250,000 to develop.

He said the association was working with Cornell University to devise the course and a preliminary text has already been developed.

2 major chains adopt electronic mail system

By Mike Dunn

COLUMBUS, Ohio—Walgreens and Medi-Save Pharmacies Inc. have become the first major drug chains to sign on to an electronic mail system that is expected to cut their delivery time from manufacturers in half and improve accuracy by 90%.

Although Eckerd last year also connected with an electronic mail system operated by General Electric Information Services, that project was a test that Eckerd ended seven months ago.

Walgreens, however, has been fully committed for three months to the Ordernet system operated by Columbus-based Informatics General Corp.

Medi-Save is in the process of connecting its computers to the system via telephone lines.

"It will be valuable to eliminate much of our paper handling and improve our accuracy," said Kerry LeBlanc, manager of data processing for Medi-Save.

"Our first objective is to save man-hours. A buyer doesn't have to sit down with a salesman. He can just call an order

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Plan acts as translator

COLUMBUS, Ohio—The Ordernet electronic mail system works exactly like a language translator.

The retailer punches orders to all vendors on the system into his own computer system. The retailer's computer sends the complete order over telephone lines to the Informatics computer in Columbus.

The Informatics computer separates the order, and translates it into the computer language (or software) spoken by the vendor's computer. Each order is then sent to the appropriate vendor. The vendors call their electronic mail boxes at Informatics and collect their orders from all of the retailers and wholesalers connected to the system.

Manufacturers and distributors call the Informatics computer between one and four times a day. Informatics charges the same fees to both.

It costs $400 to start up and the monthly base fee is $75. There is a $2.15 package charge, and each transaction costs $45 per minute. The average transaction takes three minutes.

Revco Drug '83 earnings climb 34%

TWINSBURG, Ohio—Tighter cost controls, reduced inflation and interest rate levels and improved operating performance by its former Skillern drug stores boosted fiscal 1983 earnings at Revco Drug Stores 34% ahead of last year's pace on a 15% gain in sales.

Net earnings for the year ended May 28 rose $66.5 million, or $2.13 per share, on sales of $1.8 billion, compared to earnings of $49.6 million or $1.62 per share, on sales of $1.6 billion in the prior year.

Revco chairman Sidney Dworkin cited several factors for the sharp rise in profits, including "the leveraging effect that increased sales have on earnings when costs are under good control."

Dworkin said the slowing of inflation during the past year also helped boost profits, resulting in a per-share LIFO charge of 20¢ vs. 30¢ in the prior year. The company's overall inflation index was pegged at 4% in 1983, two percentage points below the 1982 index.

Sales in like-stores (those open for one year or more) increased 12.3%, marking a

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LATE NEWS

A HOUSE-SENATE subcommittee has filed a "friend of the court" brief urging the Supreme Court to reject Reagan Administration proposals to revive Fair Trade style resale price maintenance restrictions aimed against drug chains and other retailers.

The brief, filed late last month, was just one of a flurry of petitions opposing the Justice Department's recent request for a ruling to strike down the court's 70-year-old *per se* ban on manufacturer restrictions against retail price cutting.

All of the briefs were promoted by a request, made earlier this year by Justice Antitrust Chief William Baxter, asking the Court to effectively legalize resale price fixing on the grounds that RPM may be a "procompetitive device".

Walgreens pumps up its exercise depts.

By Jim Ricchiutti

DEARFIELD, Ill.—Three years after introducing exercise products into some of its drug stores, Walgreens plans to establish an expanded exercise department in a number of its stores across the country.

According to Dick James, Walgreens' divisional merchandise manager, the chain elected to expand its assortment of exercise devices because "the existing items have been selling very well."

The new exercise centers, which are scheduled to be introduced into a "fairly substantial" number of stores beginning in September will include such products as sauna suits, exercise mats, ankle weights, multiposition gymnastic rowing machines and slant boards.

Prior to deciding to go with a bigger mix of fitness equipment, Walgreens had been selling trampolines, smart bells and waist trimmers.

James said that many of the new items would continue to be merchandised in in-line gondolas within the promotional area of the stores. The departments will carry "Exercise Equipment Department" signs as well as feature signage and promotional material provided by manufac-

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Exercise products are promoted with diet aids in an endcap display in a Midwest Walgreens store.

—News in brief—

A&P eyes low-margin chain

MONTVALE, N.J.—Developing a chain of low-margin drug stores is one of the items on A&P chairman James Wood's priority list. Locations, according to Michael J. Rourke, vp communications, probably will be small-sized A&P units or Plus stores whose leases have not been sold.

The deep-discount format most likely will not operate pharmacies, but will have a strong drug/general merchandise presentation. Initial openings have not been set. "Wood has a long priority list and nothing has been decided," Rourke added.

He did report, however, that expansion is planned for the Family Mart combination store format and two new stores are in the works. That will bring the Family Mart total to 24.

Hook sales up 11.5%

INDIANAPOLIS—Hook Drugs Inc. reported 1983 second quarter sales of $78.6 million, up 11.5% over the year before. During the same quarter, earnings grew a strong 30.7% over the comparable quarter in 1982, or $1.9 million against a net income of $1.4 million. Reported on the basis of earnings per share, Hook's earned 44¢ in its 1983 quarter, up 11¢ over 1982. Sales for the first six months of 1983 rose 14.8% to $153.5 million while earnings were up 103.6% to $3.8 million vs. the $1.9 million earned in 1982, a soft year for the chain.

Peoples expects 3rd-quarter rise

ALEXANDRIA, Va.—Sheldon W. Fantle, president and ceo of Peoples Drug, expects a 50% profit increase in the third quarter, ended July 2. When the figures are reported, Fantle said the results should show a net income of $2.7 million to $3 million, or between 35¢ and 40¢ per share, vs. $1.9 million, or 26¢ per share in the same quarter in 1982. Per share figures are adjusted to reflect a 5-for-4 split.

Sales, Fantle reported, rose 16% to $184 million.

Brooks logo tops 6 more stores

PAWTUCKET, R.I.—Adams Drug Co. has converted its five Kent Drugs and one Leighton's Pharmacy in Binghamton, N.Y., to the Brooks Drug name. Adams, which operates 430+ pharmacies and health and beauty aid outlets, has been undergoing a major program to establish the Brooks logo. During the past two years, more than 140 stores have been changed, bringing to 320, the number now under the Brooks logo. The conversion included extensive remodeling and remerchandising of all major departments.

Revco acquires 8 Sommers stores

TWINSBURG, Ohio—Revco Drug Stores has purchased for an undisclosed amount eight of the 12 remaining Sommers Drug Stores in the Austin and San Antonio, Tex., areas from Memphis-based Malone & Hyde Inc. Malone & Hyde acquired the Sommers chain of approximately 50 stores in the late 1970's, and subsequently closed or sold most of them, primarily to Eckerd Drug. Revco, which closed two of the eight stores it purchased, currently operates approximately 1,700 stores.

Pay Less NW tests nutrition sections

WILSONVILLE, Ore.—Pay Less NW will make a decision on its nutrition sections by the end of 1983.

Currently, the chain is testing the 20-ft. to 24-ft. natural product sections (one side of a gondola) in nine stores, five in California and four in Oregon. One or two more stores will be added to the test program in the next several months.

Pay Less NW has been on test since March 1983. The mix consists of health and beauty aids, vitamins and snacks. There are no refrigerated or frozen foods.

In setting up the natural product section, the store transfers vitamins from the front of the pharmacy to a gondola side across from the natural product section. Thus, the natural vitamins in the natural product section form a vitamin valley.

In the new Albany, Ore., store, Pay Less hangs manufacturer posters over the top of the section. A sign above the end proclaims: "Better living with natural products."

The test stores do not advertise separately.

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Drug Store News (ISSN 0191-7587), is published biweekly—every other Monday, monthly in December plus extra Pharmacist's Reference issue in March, by Lebhar-Friedman Inc., 425 Park Ave., New York, N.Y. 10022. Subscription rate $12 per year; $21/two years. Single copy rate $2.00. Outside U.S.A.: Canada $13, $23/two years. Foreign subscriptions: Airmail only $100 per year.

Second-class postage paid at New York, N.Y., and additional mailing offices.

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Vol. 5, No. 17 August 8, 1983

New Jersey chains prepare to fight Rx coupon ruling

By Joe Caputo

TRENTON—The New Jersey Appellate Court has upheld a New Jersey law that prohibits prescription coupons and rebates as tactics fostering "consumer gimmickry," but chain retailers are preparing to fight the verdict with an appeal to the State Supreme Court.

Even as the state's board of pharmacy advised that coupons and rebates now in circulation and in the pipeline will not be valid after Sept. 1, 1983, lawyers for Rhode Island-based Consumer Value Stores Inc. and Supermarkets General, the parent of Pathmark stores, announced that they were petitioning the State Supreme Court to hear the matter.

"We were surprised and disappointed with the appellate court's decision," said Pathmark executive Robert Wunderle. "We intend to further pursue the matter."

In their argument before the appellate court, Pathmark and CVS maintained that coupon advertising represents free speech and is therefore entitled to the protection of the First Amendment of the Federal Constitution. But the New Jersey Appellate Court ruled that the burden of proving constitutionality of the law rests with CVS not with the state.

Speaking for chain drug retailers, Evelyn Storch, an associate at Pitney, Hardin, Kipp, Szuch of New Jersey said, "We feel the court never took into account the impact this decision would have on consumers."

"We raised the issue, but the court never recognized it," she added.

Speaking for professionalism, state association executive secretary Alvin N. Geser called coupon advertising a hoax. "It's an attempt to persuade consumers to deal with retailers on

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FTC rule may ease ad restraints

WASHINGTON—A pair of final new Federal Trade Commission orders banning unsubstantiated ad claims for Sterling and Bristol-Myers pain relievers may actually offer over-the-counter drug manufacturers greater flexibility to promote their products.

Although the rulings, which affect B-M's Bufferin and Excedrin and Sterling's Bayer, Vanquish, Cope and Midol, require both manufacturers to substantiate product superiority claims with appropriate scientific evidence, the orders appear to relax previous OTC drug advertising standards established in a similar case involving American Home Products' Anacin.

In that case FTC maintained that scientific proof is required even for advertising claims that do not cite any clinical studies or other evidence.

In addition in that ruling manufacturers like AHP were required to either produce clinical proof to back up their safety and performance claims or to clearly disclose that a "substantial question" exists about a claim's scientific validity.

Under the new rulings, as long as ads for OTC pain relievers don't imply that they are based on *scientific test data*, manufacturers may be able to use less scientific evidence to prove they have a "reasonable basis" for making the claims.

The amount of proof needed would depend on such factors as the extent that consumers believe an advertising claim, and the consequences consumers suffer if the claim is false.

Former FTC chairman Michael Pertschuk warns that this new ruling creates "unnecessary uncertainty about what evidence each maker has to possess to claim that its product is the best pain reliever."

The commission's final orders also largely uphold decisions made by an FTC Administrative Law Judge against Bristol-Myers in 1979 and Sterling in 1981.

Among other things the commission found that Bristol-Myers falsely claimed that doctors recommended Bufferin more than any other nonprescription pain reliever. The

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Manufacturers say ruling based on 10-yr.-old ads

WASHINGTON—The Federal Trade Commission handed down rulings affecting drug advertising claims but marketers of leading OTC analgesics claimed the agency's decisions are based on 10-year-old ad campaigns.

In response to the July 13 FTC ruling that certain ad claims of top-selling pain killers are false and/or unsubstantiated, Bristol-Myers (makers of Excedrin, Excedrin PM and Bufferin) pointed out that the "ad claims in question go back to the early 1970's."

None of the firm's current advertising is affected by the decision.

A representative of Sterling Drug, also named in the FTC decision, explained that "the ruling on a complaint filed 10 years ago does not affect the current ads for Bayer or other Sterling products."

Sterling also markets such products as Cope, Vanquish, and Midol—drugs which were also named in the complaint.

The FTC made two parallel decisions that will impact marketers in the future: (1) companies may not advertise "es-

Continued on page 50

Walgreens organizes new region

DEERFIELD, Ill.—To simplify the task of supervising some 90 stores sprawled out over a market stretching from Minneapolis to New Orleans, Walgreen s has consolidated the district into a new region: its seventh.

The new zone, which includes stores located as much as 1,000 miles apart, has been put under the direction of regional vp George C. Eilers who had been the district manager for stores located in St. Louis West.

Although Region 7 will be undersized at first compared to the typical Walgreen s region which normally average 125 to 150 stores, Eilers said future expansion will eventually bring it up to par with the chain's six other regions.

Chain executives, however, stress that growth will not be too sudden. Current plans only call for the opening of two more units in Memphis which currently has 26 stores, plus one more in Minneapolis.

Growth plans for 1984 have not yet been announced.

Walgreen s currently has 930 stores in operation and hopes to have over 1,000 before the end of the year.

NACDS sets Rx affairs meeting

NEW YORK—National Association of Chain Drug Stores will hold its annual Pharmaceutical Affairs Conference from Aug. 29 through Sept. 1 at the Arizona Biltmore Hotel in Phoenix.

A pharmacy affairs committee meeting (for selected members) will kick off the meeting at 10:30 a.m. on Monday, Aug. 29. Registration will begin at 11 a.m. and roundtable discussions will start at 1:30 p.m. Owens Illinois will host a reception beginning at 6 p.m. On Tuesday the general business session will start at 8:30 a.m.

Rep. Henry A. Waxman will explore the health care initiatives to be addressed by the 98th Congress, a panel of industry leaders will forecast changes in pharmacy practice and try to identify upcoming challenges; Albert P. Cataldo, director of Professional Pharmacy Relations, McNeil Pharmaceutical Company, will describe his company's national antidrug abuse program.

Four topics will be presented from 1:45 to 3:15 p.m. during chain member mini-seminars. Subjects include "How to Increase Chain Representation on State Boards of Pharmacy," "How to Recruit Pharmacists," "Pharmacists and the Changing OTC Market," and "Negotiating Third-Party Contracts." The mini-seminars will be repeated from 3:30 p.m. to 5 p.m.

A reception sponsored by *Drug Store News* begins the evenings festivities prior to the NACDS Dinner.

During the general business sessions commencing at 8:30 a.m. Wednesday morning, three topics will be presented. A panel of chain corporation ceos—all pharmacists—will discuss pharmacy practice present and future, another session will explore the impact of chain pharmacy department advertising and promotional activities and a certified financial planner will discuss practical ways to reach financial goals.

Chain associate workshops are scheduled from 1:45 p.m. to 4 p.m.

The pharmacy affairs committee breakfast will be held at 8 a.m. Thursday, and it will be followed by chain/associate conferences.

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PHARMACY

Antibiotic market forecast: active, but slower than '82

Retailers' prospects look bright for continued growth of antibiotic products in 1983 although it may be hard to reach the growth levels established in 1982.

According to researchers at Pharmaceutical Data Services, the antibiotic category's dramatic advance in 1982 was primarily due to a huge increase in script counts coupled with raising consumer prices.

"The retail price index for antibiotics registered 134.2 in January 1983, up 34 points over the base of 100 reported during January 1980," noted a PDS official.

Significantly, the increase was also linked to a double digit gain in script counts.

Virtually all major antibiotic categories, except penicillins, contributed to the dollar sales gains reported during 1982. Oral cephalosporins continued gaining market share, but growth was also reported for other large market segments such as erythromycins, tetracyclines, amoxicillins/ampicillins, and fungicides.

Cephalosporin scripts are by far the largest segment of the overall antibiotic market today, according to analysts who track the industry. Lilly's oral cephalosporin line achieved gains of 11% in 1982 just on the strength of Keflex and Ceclor alone.

% change of antibiotic dollar volume through drug stores
($ millions)

	1981	1982	% Chge.
Cephalosporins	$205	$235	+15%
Tetracyclines	114	138	+21
Fungicides	120	132	+10
Erythromycins	104	116	+12
Amoxicillins/Ampicillins	99	104	+ 5
Penicillins	71	69	– 3
Trimethoprims	19	22	+16
Medium Spectrum	13	13	N.C.
Aminoglycosides	5	5	N.C.

Source: Industry audits

Special report: Antibiotics

Meanwhile Bristol Myers two oral cephalosporin cefadroxil agents—Duricef (Mead Johnson) and Ultracef (Bristol Labs), also captured a greater market share in 1982. Combined script counts for these two drugs rose 46% just in the fourth quarter.

Erythromycins also performed well on fourth quarter script gains of 14% year-to-year. Abbott's E.E.S., the market leader, rose 11%, while Upjohn's E-Mycin increased better than 14%. Lilly's Ilosone registered a slight decline.

Script volumes for the semisynthetic penicillin category recorded strong gains during the year. Scripts for amoxicillin and ampicillin combined rose 13%. And volume for Pfizer's Spectrobid rose more than 50%.

Although the penicillin subcategory recorded lower dollar volume, scripts continued to increase some 9% during the last quarter. Price erosion caused dollar volume to decline.

Tetracyclines on the strength of Vibramycin and Vibra Tabs, and fungicides on the gains of Lotrimin and Monostat-7 also chalked up sizable gains.

Arthritis kits are available

ALEXANDRIA, Va.—The National Association of Retail Druggists (NARD) and the Arthritis Foundation have made available to pharmacists free information kits for distribution to arthritic customers.

The kits are part of an in-store public educational program that includes informational articles and pamphlets, a display poster and other promotional materials.

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ANNOYING COUGH STUFFY NOSE
DUE TO COMMON COLD, FLU, BRONCHIAL IRRITATION
Helps relieve frequent and annoying cough, plus postnasal drip. Soothes a cough-irritated throat.
New plastic bottle and child-resistant cap
Triaminic® Expectorant
DRY, HACKING COUGH STUFFY NOSE
DUE TO COMMON COLD, FLU, BRONCHIAL IRRITATION
Helps loosen dry cough and bronchial secretions. Soothes cough-irritated throat
New plastic bottle and child-resistant cap
Triaminicol® Multi-Symptom Cold Syrup
FREQUENT COUGH RUNNY NOSE NASAL CONGESTION
DUE TO COMMON COLD, FLU, BRONCHIAL IRRITATION
Helps relieve annoying cough and major cold symptoms. Soothes a cough-irritated throat.

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PHARMACY

Antibiotics vendors develop strong worldwide markets

The 1980's are shaping up as the decade in which the worldwide development and marketing of antibiotics is coming into its own.

Eli Lilly and Company, with an estimated worldwide market share of 40% of the $1.6 billion (mfg. level dollars) worldwide antibiotic market currently leads all other manufacturers, but the Indianapolis-based firm faces stiff competition from other firms—notably Pfizer, Merck, Beecham, Glaxo, Squibb, Hoechst, and SmithKline.

The most intense competition, however, may soon come from abroad—not the domestic market. In the past several years many of the new cephalosporins originated in Japan, not America.

Although the United States represents the largest market for pharmaceuticals, the Japanese are the biggest users, per capita, of this drug class.

Japan's usage and successes in the laboratory haven't gone unnoticed: Several American firms have formed joint ventures with Japanese drug manufacturers to market the foreign-developed products here. Lilly's third generation cephalosporin Moxam is licensed from Shionogi. Abbott Labs has an agreement with Takeda Chemical, and SmithKline has linked up with Fujisawa.

On the surface this may appear like the situation facing Detroit's automakers, but there's a different twist. Japan is not exporting the products into the United States in direct competition with American firms.

Instead, American firms are bidding to obtain the rights to market Japanese discoveries. Pfizer reportedly paid $40 million to Toyama Chemical for the worldwide rights to Cefobid. And other firms such as Key Pharmaceutical have also signed licensing agreements

Since the Japanese have proven to be such masterful developers, it's expected additional new antibiotics will originate in the land of the Rising Sun.

But the Japanese aren't alone in recognizing the important contributions antibiotics make to a positive balance of trade. English firms such as Glaxo and Beecham, and German/French firms like Hoechst-Roussel also have significant stakes in antibiotics development and marketing.

Beecham is slated to release Augmentin, an orally active, broad spectrum semisynthetic penicillin later in 1983 pending F.D.A. approval. Glaxo has ceftazidime on tap and Roche is running clinicals on ceftriaxone, a product to be branded as Rocephin.

Hoechst-Roussel launched Claforan (cefotaxime), a multimillion dollar third generation cephalosporin offering physicians a prescribing alternative in hospital-acquired infections.

Worldwide sales forecasts and U.S. introductory dates for major antibiotics

Company	Product name	U.S. intro	Worldwide sales by 1986 ($ millions)
Bristol Myers	Ceforanide	1983	$ 50
Johnson & Johnson	Ketaxonazole	1981	200
Eli Lilly	Ceclor	1979	250
	Mandol	1979	200
	Moxam	1982	250
Merck	Mefoxin	1979	300
	Norfloxacin	1984	100
	Thienamycin	1985	100
Pfizer	Spectrobid	1981	125
	Cefobid	1982	250
	Sulbactan	1985	100
Schering Plough	Netilmicin	1983	100
SmithKline Beckman	Cefizox	1983	50
	Cefonicid	1983	200
Squibb	Azothreonam	1985	200

Source: Industry audits and projections

Star factors in antibiotics market surge

Factors sparking the growth of antibiotics:

- Cost is a low priority on the scale of physicians' considerations in antibiotic selection. New products carry greater efficacy, higher potency, and have better safety records (fewer side effects), so manufacturers are able to charge higher prices.
- Because of this use of antibiotics as preventive medicine—antibiotic therapy before the onset of clinical infection—is expanding. This is especially evident among cancer patients where the immune system may be compromised.
- There are an ever increasing number of surgical operations, resulting in a growing need for invasive diagnostic procedures and this contributes to a greater likelihood of postop infections. Therefore more intensive antibiotic therapy is required.
- As bacteria becomes immune to once-effective older antibiotics, there's a constant need to upgrade and improve each product's therapeutic potency and effectiveness. For example this results in the development of cephalosporins, then the further development of second and third generation products.
- A wider use of combination therapy in several formulations is occurring since no single drug has the complete effectiveness to attack the total range of over 500 varieties of bacteria, virus and fungi.

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